

FOR IMMEDIATE RELEASE

May 10, 2013

Mole, a Shepherd mix from Riverside California spcaLA's 31st Annual National Hero Dog Award™ winner

Los Angeles, CA – Society for the Prevention of Cruelty to Animals Los Angeles (**spcaLA**) presented its 31st Annual National Hero Dog Award™ to Mole, a 1 year-old Shepherd/Chow from Riverside, California. The ceremony was held this morning at Nokia Plaza L.A. LIVE in downtown Los Angeles. spcaLA was the first organization in Los Angeles to present an award of this nature, and the spcaLA National Hero Dog Award™ continues to be a testament to how being kind to animals can be rewarding in so many ways.

On March 25th, Mole saved the life of a fellow hiker on Rubidoux Mountain. Mole and his companion, Ramon Llamas, were hiking, an activity that they enjoy doing together often. Mole began whimpering and tugging at Ramon's pant leg. Mole's behavior alerted Ramon that something was wrong and he followed Mole off the trail to a grouping of large boulders. When Ramon peered in, he saw something wedged in the rocks. Upon closer inspection, he was surprised to find a man trapped below. With Mole's help, Ramon was able to locate a man, identified as Paul, who had been stuck in the rocks for several days. Despite the hiking trail being a popular spot, no one had heard his cries for help. Only Mole had detected the man and looked to his best friend, Ramon for assistance.

"Mole perfectly demonstrates the human animal bond and how mutually beneficial it can be," said spcaLA President, Madeline Bernstein, "Ramon has made Mole an important part of his life. Together, they spend time hiking and through that special relationship, a stranger's life was saved."

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The presenting sponsor of spcaLA's National Hero Dog Award™ is **Newport Creative Communications**. The 31st annual spcaLA National Hero Dog™ and family will receive a gift basket and Purina® brand Pet food donate by Purina as well as a goodie bag and a commemorative plaque from spcaLA.

For more information or to schedule an interview, please contact Ana Bustilloz at 323-730-5300 x252 or abustilloz@spcaLA.com. Photos available.

About Newport Creative Communications

Newport Creative Communications is a leading fundraising consulting agency serving more than 70 nonprofit clients. For over 25 years, Newport has paired results-driven direct marketing strategy, analytics and service with award-winning creative and design to help clients build long-lasting relationships with their donors. For more information, visit www.newportcreative.com.

About spcaLA

Society for the Prevention Cruelty to Animals Los Angeles (spcaLA) is an independent, nonprofit animal welfare organization serving Southern California since 1877. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.

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